



AJAX AMSTERDAM

AMERICAN FOOTBALL

Total football. Full contact.

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WHAT IF AJAX PLAYED ON SUNDAY NIGHT?

Amsterdam's most famous club, reimagined as an American football franchise. Not a new club with Ajax colours slapped on — the same club, translated: the red band, the crest, Total Football and the Amsterdam crowd, rebuilt for helmets, pads and a 100-yard field.

2025 — THE FIRST TRY

I first made this concept in April 2025, when AI images still drifted: the crest changed shape from frame to frame, the kits borrowed real sponsors and the helmet never looked the same twice.



APRIL 2025 — ORIGINAL CONCEPT IMAGES



2026 — THE SYSTEM

This time the identity comes first. The helmet, the home kit and the field were designed as master references, and every later image and film is generated from them — so the crest, the band, the numbers and the stripe stay exactly the same across 15 images and 6 films.



OCTOBER 2026 — MASTER HELMET

1 BAND · 1 CREST · 3 KITS

Everything in the system is built from two assets the club already owns: the red band of the shirt and the crest. No new logo was invented.

SAME CLUB. DIFFERENT BALL.

THE BAND

1911 → 2026

The white shirt with the broad red band is Ajax. In football it becomes the jersey's centre panel, the helmet stripe, the red end zones and the red column on every poster.

TOTAL FOOTBALL

→ TOTAL OFFENSE

Any player can play any position. The playbook is positionless: running backs who catch, receivers who block, a quarterback who runs. The brand voice follows: fast, fluid, never stiff.

GODENZONEN

SONS OF THE GODS

The crest is the Greek hero Ajax. The nickname stays: the team are the Godenzonen, the home end is the Olympus, and the season opener is called the Odyssey.

VOICE

AMSTERDAM, NOT AMERICA

Dutch directness. Short sentences. No hype words.

PROUD, NOT LOUD

Thirty-six titles speak for themselves — let the images shout.

FLUID

Like Total Football: switch roles, keep moving, never stand still.



THE GODENZONEN WALK OUT — NUMBERS 10, 56, 87, 4

THE HERO STAYS THE HERO.

The Ajax crest is used exactly as the club draws it. Full colour on white and on the helmet; one-colour white on red and black; one-colour black for embroidery and print on light fabric.



FULL COLOUR · PRIMARY



WHITE ON AJAX RED



WHITE ON BLACK



RED ON HERITAGE CREAM



ONE COLOUR · BLACK



FULL COLOUR · MIDFIELD TURF

CLEAR SPACE & STARS

Keep a clear zone of one quarter of the crest's diameter on every side. On the helmet and jersey, three small red stars sit in an arc above the crest — never inside it. The stars are only used on game equipment, not on retail graphics.



DON'T

- ✗ Don't redraw, outline or modernise the crest
- ✗ Don't place it on the red band
- ✗ Don't add the stars inside the circle
- ✗ Don't rotate, stretch or add shadows
- ✗ Don't recolour into any colour outside the palette
- ✗ Don't use the crest smaller than 12 mm

RED, WHITE AND NOTHING ELSE.

Three colours do the work: Ajax Red, Amsterdam White and Gameday Black. Heritage Cream is reserved for the 1900 throwback; Turf Green and Facemask Steel are equipment colours, never graphic colours.

AJAX RED

HEX #D2122E
 RGB 210 · 18 · 46
 CMYK 0 · 100 · 85 · 5

AMSTERDAM WHITE

HEX #FFFFFF
 RGB 255 · 255 · 255
 CMYK 0 · 0 · 0 · 0

GAMEDAY BLACK

HEX #0B0B0C
 RGB 11 · 11 · 12
 CMYK 0 · 0 · 0 · 100

HERITAGE CREAM

HEX #EFE4CF
 RGB 239 · 228 · 207
 CMYK 0 · 5 · 15 · 6

TURF GREEN

HEX #1E5631
 RGB 30 · 86 · 49
 CMYK 65 · 0 · 43 · 66

FACEMASK STEEL

HEX #8A8D91
 RGB 138 · 141 · 145
 CMYK 5 · 3 · 0 · 43

PROPORTION



CONDENSED, HEAVY, UPRIGHT.

DISPLAY – ARCHIVO CONDENSED EXTRABOLD, ALL CAPS

GODENZONEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NUMERALS – JERSEY BLOCK



Numbers sit on the red band in white with a thin black outline, so they read from the top row of the stadium and on TV.

TEXT – INTER

Inter Regular for body copy, Inter Semibold for emphasis. Short lines, plain words, Dutch directness.

DATA – IBM PLEX MONO

3RD & 7 · AJA 24 – ROT 17 · Q4 02:41

ONE STRIPE RUNS THROUGH EVERYTHING.

The red band is the brand's graphic device. It is always vertical, always centred and always one third of the width of whatever it runs through.



HOME



AWAY



HERITAGE 1900

JERSEY

Centre panel, one third of the chest width, collar to hem, front and back.

HELMET

One stripe, 9 cm, crown to back, between two thin black pinstripes.

FIELD

Both end zones solid red with AJAX in white block letters.

PRINT

A red column through every poster, ticket and social frame.

AJAX · AMSTERDAM

THE BAND RULE APPLIED TO A BANNER: 1/3 WIDTH, CENTRED

HOME, AWAY, AND 1900.



HOME 10 · AWAY 87 · HERITAGE 1900 4 – ONE HELMET FOR ALL THREE

	HOME	AWAY	HERITAGE
JERSEY	White · red band · white numbers	Black · red band · white numbers	Cream · red band · cream numbers
PANTS	White · red side stripe	Black · red side stripe	Cream · plain
SOCKS	Red	Black	Red over cream
CLEATS	White	Black	Brown leather
HELMET	White · red stripe	White · red stripe	White · red stripe
USED FOR	All home games	All away games	Season opener · the Odyssey

No manufacturer or sponsor marks appear in this concept. The only marks on any uniform are the crest, the stars and the numbers.



08 — THE HELMET

ONE HELMET. EVERY GAME.

SHELL

Pearl white, high-gloss clear-coat

STRIPE

Ajax Red, 9 cm, crown to back bumper

PINSTRIPES

Gameday Black, 4 mm, either side of the stripe

DECAL

Full-colour crest, 11 cm, both sides

STARS

Three red stars in an arc above the crest

FACEMASK

Matte black titanium

BACK BUMPER

Player number in red, 3 cm

READ IT FROM THE TOP ROW.



HOME — NUMBER 10



AWAY — NUMBER 87

FRONT NUMBER

25 cm, centred on the band, white with a 3 mm black outline.

SHOULDERS

Small number on each shoulder cap, red on white, white on black.

CHEST

Crest 7 cm on the left chest with the three stars above.

A HUNDRED YARDS OF AMSTERDAM.



MATCHDAY AT THE ARENA – RED END ZONES, CREST AT MIDFIELD



THE END ZONE AT DUSK

TURF	Natural grass, Turf Green, white lines every 5 yards
END ZONES	Solid Ajax Red, AJAX in white block letters, 6 m high
MIDFIELD	Full-colour crest, 10 m, on the 50-yard line
BORDERS	Red-and-white checker strip along the sidelines
POSTS	White goal posts, red padding
STADIUM	The ArenA, roof open, 55,000 seats

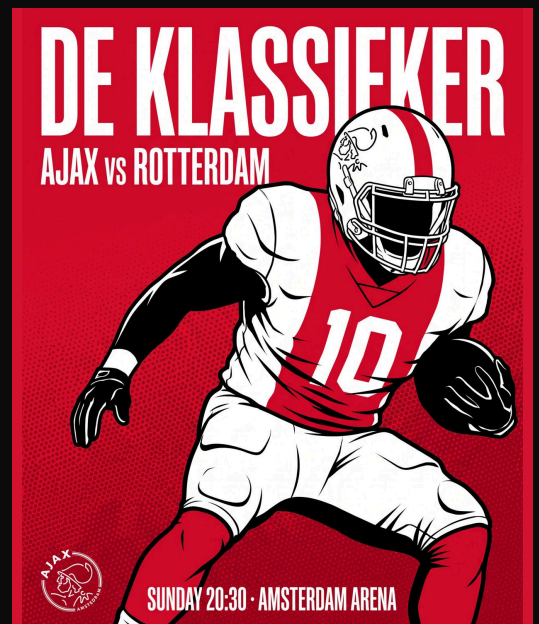
SUNDAY NIGHT AT THE ARENA.



THE HOME END — THE OLYMPUS — WITH THE CREST TIFO



RAIN GAME, NUMBER 10



POSTER — DE KLASSIEKER

Games are events with names. The season opens with the Odyssey in the heritage kit; the two games against Rotterdam are De Klassieker. Every poster runs the red band through the frame.

WEAR THE BAND.



THE CORE RANGE



LETTERMAN JACKET ON THE CANALS



THE AJAX PRO SHOP

GAME JERSEY	Home, away, heritage · €110
REPLICA HELMET	Full size and mini · €320 / €45
LETTERMAN JACKET	Red wool, white leather sleeves · €260
SCARF	Knitted, AJAX AMSTERDAM · €25
CAP	White, embroidered crest · €35
GAME BALL	Leather, printed crest · €90
PENNANT & PIN	Felt pennant, enamel crest pin · €15

INDICATIVE PRICES

OAK, BRASS AND THE BAND.



HOME, AWAY AND HERITAGE — HELMETS ABOVE, PADS BELOW

MATERIALS

Dark oak lockers, brass nameplates, a red carpet with the crest woven in three times.

LIGHTING

Warm strip light under every shelf; the jerseys are always the brightest thing in the room.

ON THE WALL

Crest between AJAX and AMSTERDAM in white block capitals — nothing else.

THE KIT, 2025 → 2026



2025 — FIRST TRY



2026 — MASTER

The 2025 kit had the right idea but drifted between images: a different crest, a manufacturer logo on the pants, numbers that changed font. In 2026 the home kit is one master image, and every player, poster and film inherits it.

SIX FILMS, ONE SYSTEM.

STADIUM FLYOVER

8 s · drone into the ArenA

TUNNEL WALK-OUT

6 s · through the red smoke

HELMET REVEAL

6 s · light sweep and orbit

RAIN RUN

6 s · number 10 breaks the tackle

THE HOME END

6 s · scarves, flares, the tifo

LETTERMAN

6 s · ball toss on the canals



AJAX AMSTERDAM AMERICAN FOOTBALL

CONCEPT, IDENTITY & AI DIRECTION – YASSA · 2025 → 2026
CLAUDE · FLORA · NANO BANANA PRO · SEEDANCE 2.5

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